



PAUL NEWMAN LENDS HIS LEGENDARY VOICE TO WORLD CHILDREN'S DAY™ AT MCDONALD'S® TV COMMERCIAL

Philanthropist and actor Paul Newman is a long-time supporter of World Children's Day at McDonald's, the global annual fundraiser for Ronald McDonald House Charities (RMHC®) and other children's organizations. Recently, he gave his time and voice to a new World Children's Day at McDonald's TV commercial.

“SMILE”

As part of his ongoing support of Ronald McDonald House Charities, Newman's voice will be featured in a new commercial for World Children's Day at McDonald's, airing November 10 to 19 in the U.S. and select countries around the world. Titled "Smile," the 30-second commercial was filmed by DDB at the Ronald McDonald House in Pilar, Argentina, about 25 miles outside of Buenos Aires, Argentina, featuring families and children staying at the House while the children received medical care at a nearby hospital.

The commercial opens with a series of close-up shots of young children looking into the camera. As it continues, Newman's voiceover reads, "When you think of it, children have always been able to put a smile on your face. Why not do something to put a smile on theirs?" During the voiceover, a hand inserts money into an RMHC canister, and the voiceover ends with images of recovering RMHC children. The spot concludes as the voiceover says, "Come into McDonald's November 10 through 19 to purchase a hand for \$1 and help us support Ronald McDonald House Charities. It'll make lives a little brighter for children all over the world."

History with McDonald's

Since March 2003, McDonald's has partnered with Newman to use his Newman's Own® salad dressings in restaurants. Since the inception of his company, Newman has donated approximately \$200 million of profits from his salad dressings to charity.

World Children's Day 2006

Newman appeared at the World Children's Day celebration in New York City in 2003 with tennis megastars Venus Williams and Serena Williams. New York City is again the site for the 2006 fifth-anniversary World Children's Day celebration that will include appearances by World Children's Day global ambassador Sarah Ferguson, the Duchess of York, "Dancing with the Stars" finalists Emmitt Smith and Mario Lopez and other stars.

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